



**caBIG Workspace and Working Group Kickoff Meeting
Strategic Level Working Group – Training
Meeting February 19, 2004 (1.30p.m. – 4.30p.m.)**

Grand Hyatt Washington

Agenda

Facilitator: Edward Maibach, PhD, Associate Director NCI

1:30 pm	Welcome and Introductions	Ken Buetow
1:45 pm	Overview of Working Group Roles and Charters	Edward Maibach
2:15 pm	Discussion Sessions – Group Focus and Goals	Edward Maibach
4:30 pm	Adjourn	

Summary

Group participants defined suggested objectives, strategies and tactics (and timelines) for 3 key areas of the group's activities:

- (1) Internal communication and facilitating collaboration
- (2) Training
- (3) External communication, promotion and marketing

See attached notes for details of these discussions.

Urgent action items:

Person responsible:

Deadline:

- 1) Actions related to internal communication and collaboration.
- 2) Mechanisms for internal group coordination and communication.
- 3) Establishing a next meeting of the Training group.



caBIG Kickoff Meeting

DRAFT

Training

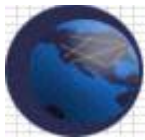
caBIG Workspace and Working Group Kickoff Meeting
Strategic Level Working Group – Training
Meeting February 19, 2004 (1.30p.m. – 4.30p.m.)
NOTES

Facilitator – Edward Maibach, PhD, Associate Director NCI

Logistics Support – Caitlin O’Brien, caBIG Program Staff

Materials: Sign In Sheets; caBIG Strategic Groups: Overview and Scope Handout; caBIG Strategic Level Working Group Training: Breakout Discussion Handout; Charters Handout.

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Structure of Session

Agenda		
1:30 pm	Welcome and Introductions	Ken Buetow
1:45 pm	Overview of Working Group Roles and Charters	Edward Maibach
2:15 pm	Discussion Sessions – Group Focus and Goals	Edward Maibach
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General Discussion

Points raised by participants:

- Suggested areas of focus for the group: training; coordination; communication; promotion and marketing. Group participants suggested that the name of this group be expanded to reflect its broader role.
- The group needs to elaborate further on what is understood by “training.”
- The Facilitator suggested that the discussion at this meeting should focus on 3 broad areas:
 - (1) Internal communication and facilitating collaboration
 - (2) Training (what facets should be considered?)
 - (3) External communication, promotion and marketing (e.g., with the cancer center community and the broader community)

For each of these areas – goal for this discussion is to identify possible Objectives, Strategy, Tactics and Timeline

- Effective functioning of this group requires that participants are kept abreast of the activities of other Working Groups and Workspaces. What mechanisms will be established to facilitate this?
- Suggested that the Master Contractor’s communications plans should be informed by the ideas and insights of this group.
- Proposed that a formal communication pathway be established between this group and the Workspace Working Groups.
- A Listserv for the group was suggested as a useful initial group communication mechanism. Videoconferencing was also discussed as an option.

Structured Discussion

Points raised by participants:

Area (1) Internal Communication (and facilitating collaboration)

Suggested OBJECTIVES (what the group wants to accomplish):

- Establish structure and mechanisms to effectively communicate within and between Working Groups and Workspaces.



- Support caBIG's commitment to transparency of processes.
- Facilitate collaboration between Workspaces through collegiality.
- Promote awareness and understanding of caBIG activities within Workspaces.
- Create a mechanism for identifying common challenges and resources (e.g., Cancer Centers facing similar needs)

Suggested STRATEGIES:

- Establish a common language for internal communications on caBIG information and activities (e.g., consistent talking points on what caBIG is and what its goals are). Allow for routine as well as ad hoc communications.
- Maintain active communications. (What channels ensure that everyone has the opportunity to communicate?)
- Develop multi-modal communication capabilities: open access for everyone (do not want access to be excluded because of high level technical requirements); focus on minimizing cost of access; use "push" technologies (e.g., to alert specific Workspace or Working Group that they need to look at an issue.)
- Provide guidelines to Workspaces and Working Groups on effective mechanisms to share information.
- Create mechanisms that allow users to choose the frequency and granularity of information they receive (and the most appropriate way for them to receive the information).
- Design mechanisms where caBIG participants (and partners) can display their activities and needs so that others can identify intersections of needs.

Suggested TACTICS:

Timeline: URGENT

- Establish an email List and a Listserv for this Working Group (by subscription).
- Archive Listserv messages via forum (publicly accessible, read-only; moderated with no commercial appeals allowed; searchable).
- Create a registry of current project activities in caBIG (include funded and unfunded projects that were proposed for inclusion).
- Index the caBIG Forum site (already created) to show topics related to training.

Area (2) Training

Suggested OBJECTIVES:

- Create a standardized approach for the development of training materials on caBIG products (tailor to specific audiences – e.g., developer, Center Director, Center Administrator).



- Create an approach for training developers or potential caBIG developers (e.g., inform them of the requirements for creating caBIG compatible solutions; training on use/integration of caBIG applications).
- Create a standardized approach for user training.
- Lower the barriers to entry to caBIG by creating a toolkit of training materials suited to different audiences.

Suggested STRATEGIES:

- Gain an understanding of the training needs of developers, their information needs, effective mechanisms for training delivery and feedback.
- Gain an understanding of user training and information needs, and effective mechanisms for training delivery and feedback.
- Gain an understanding of the barriers to entry into caBIG for end users.

Suggested TACTICS:

Timeline: Intermediate

- Create a toolkit that makes it easier for developers to create standardized materials.
- Self-directed training materials.
- Create a training portal for the website.
- Develop and deliver Workshops on key aspects of training.
- Establish mechanisms to lower the costs of developing new training materials.

Area (3) External Communication, Promotion and Marketing

Suggested OBJECTIVES:

- Foster awareness of caBIG's goals and accomplishments in a manner than is clear to all audiences (including members of the public).
- Ensure consistency of messages about caBIG.
- Establish appropriate expectations.
- Attract caBIG co-developers.
- Encourage widespread use of caBIG.

Suggested STRATEGIES:

- Encourage branding (e.g., common use of logo) and consistency of messages about caBIG.
- Address multiple audiences.
- Engage the advocacy community.
- Identify benefits/barriers to reaching co-developers and users via marketing research.
- Create additional partnerships with private industry.



Suggested TACTICS:

- Write articles for scientific audiences/journals.
- Website
- Media
- Advocacy Listservs
- Exhibits at scientific meetings.
- Resources for Cancer Center Communications offices.
- Outreach to bioinformatics training programs.
- Seminars

Other Points Raised

- The group noted that many of the activities and tactics suggested as part of this discussion may be guided by this group and implemented by the Master Contractor.
- Question raised by participant: Will NCI be offering training grants for developers?
- Question raised by participant: How do we work on creating user friendly interfaces for caBIG tools?
- Question raised by participant: How will the Working Group activities be funded?
- Short discussion regarding a possible slogan for caBIG. Group participants suggested the following ideas or connotations that the slogan should evoke: collaboration; communication; community; state of the art; efficient; cost saving; “bang for buck”; acceleration; synergy; future; increases chances of a cure; allows every researcher “a better opportunity to connect the dots” and cancer research. The Facilitator suggested “world wide web of cancer research.”
- Suggested immediate action – distribute the contact details of the group members to the participants of the group.